

ATLANTIS

PARADISE ISLAND BAHAMAS

Bahamas anyone?

There's nothing like receiving an email to remind you how cold it is at home compared to the weather in paradise (read Bahamas!). To encourage recipients to book a winter sun getaway, Atlantis show a weather comparison between open location city and somewhere fabulous. The messaging under the forecasts adds a nice touch; 'It's always summer here'. Cut to us clicking through and jetting away!



"Inspiring customers in email to start a search and book is one of the biggest challenges in travel. When done well, it can generate a significant uplift in revenues. I love this creative thinking from Atlantis leveraging live weather to drive click-through and the start of the booking journey. It makes you immediately want to find out more!"

Chris Gill, Vice President, Kickdynamic

